

Title: CONTENT ENHANCEMENT SYSTEM AND METHOD Inventor: Doemling et al. Docket No.: 12729/237 REPLACEMENT SHEET

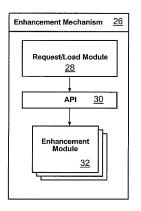


FIG. 2

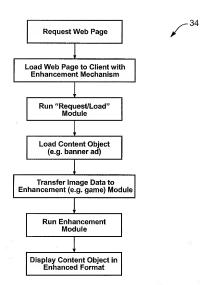


FIG. 3

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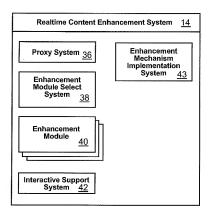
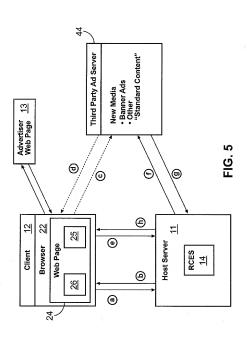
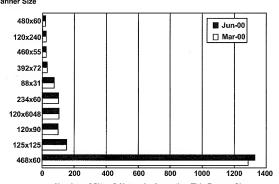


FIG. 4

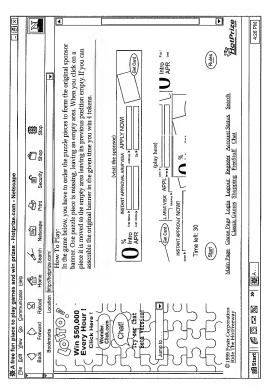


Top 10 Banner Size



Number of Sites & Networks Accepting This Banner Size

FIG. 6



7 51:

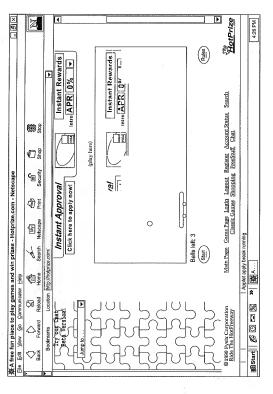


FIG. 8

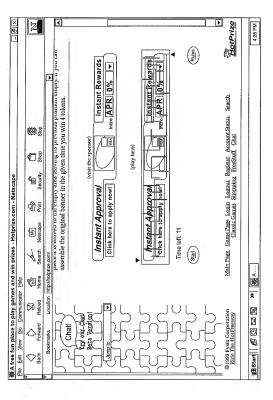


FIG. 9

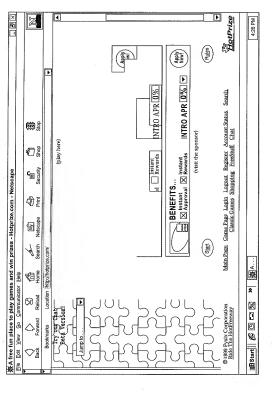


FIG. 10

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FIG. 11

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FIG 12

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Play and Win						
Take \$10 off your order of \$60 or more ibeauty.com						
This advertisement is also a fun game!						
Start						
How to Play Winning Prizes						
Login Register						

Play and Win							
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FIG. 13

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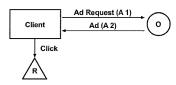


FIG. 14

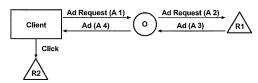


FIG. 15

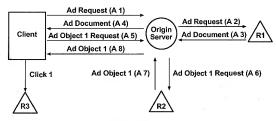


FIG. 16

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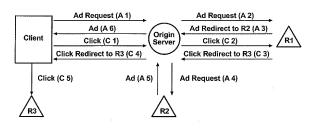


FIG. 17

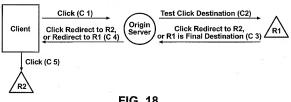


FIG. 18

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### **HOTSWEEPSTAKES**



#### **HOTSWEEPSTAKES**

This banner is also a fun game, click to play!



# HOTSWEEPSTAKES TSWEEPSTAK ES Time left: 20 Start | Rules | FAQ

FIG. 19

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HELLO Register now for your chance This ad is also a STORY S

FIG. 20





This banner is also a fun game! Click 'play me' to play.

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